

Better Food Markets Open Three Stores



BETTER FOOD MARKETS—Takes over market at 643 E. 233rd Street at Avalon Blvd. in Carson area.



SECOND BETTER FOOD MARKET—Will cater to West Torrance and Redondo Beach families. Store is at 5305 Torrance Boulevard.

Better Food Markets, 35 Year Old Chain, Enters South Bay



BOB SALLY — Former supervisor of Clark Markets, is most remembered for his friendly and genial personality by customers and employees. Not only has Bob served the community but he also makes his home in this area with his wife, Anna, and three daughters, 6, 10 and 13. Bob's 25 years in the grocery field have taught him the importance of customer satisfaction and, as Better Food Markets chain supervisor, he stresses utmost cleanliness in every department, with important emphasis on a courteous and friendly atmosphere.

Better Food Markets, well known in the Los Angeles area, recently purchased the three Border Markets.

The chain will operate three stores in the South Bay area—223rd St. and Avalon Boulevard; Prairie Avenue and Redondo Beach Boulevard, and 5305 Torrance Blvd., near Hawthorne Boulevard.

Better Food operates under the belief that "customers deserve the best at the greatest savings possible."

Better Food Markets advertised specials are good seven days, this makes it possible for customers to take advantage of values advertised by Better Food, no matter which day they shop.

Each market receives a new shipment of produce daily to assure customers of the freshest fruits and vegetables possible.

Since freshness is the key to produce quality, Better Food Markets emphasize early morning deliveries direct from the produce market in Los Angeles or nearby fields.

U.S. grade choice meats are offered customers, backing up the store policy that only the best is good enough for Better Food customers.

The meat is "trimmed to perfection and unconditionally guaranteed to delight you and your family" or your money will be refunded.

Better Food Markets officials say they provide customers with the tops in merchandise, at reasonable prices, and quick service with friendly courtesy.

Another added service to customers, Better Food guarantees delivery of Thursday newspapers, containing weekly advertised specials.

Just call the store manager of your local Better Food Markets and he will see to it you receive a newspaper within the same day, say store officials.



JIMMY SOLO — Former manager and supervisor of Clarks Market, Pacific Coast Highway and Hawthorne Boulevard, returns to the Torrance area as merchandising supervisor of Better Food Markets. His outstanding record in the past 25 years won him the newly appointed top post. Jimmy Jr. and Nicholas are the pride and joy of Jimmy and his wife, Barbara. Jimmy would like a chance to prove to you, as he did in the past at Clarks, that Better Food customers deserve the best and will get the best in quality, service and prices.



KEN RORSCHACH—Is manager of Better Foods Market, 5305 Torrance Blvd. Ken and his wife, Nancy, have three children. His second love is square dancing. Due to his friendly and courteous personality, Ken always has been one of Better Foods more popular managers. He came to Better Foods from Safeway Stores in 1953. He now has 17 years of grocery experience. Ken feels the customer of today appreciates a spotless and clean market. He is looking forward to serving and showing you the fine housekeeping job done in his market.



TOM KEYES—Delicatessen supervisor of Better Food Markets, has 10 years experience in satisfying customer tastes. Better Food will carry, in addition to the usual assortment of domestic and imported cheeses, lunch meats and appetizing specialties and many types of exotic imports and the more famous domestic tidbits. Each package is guaranteed fresh and of top quality. Tom is married and father of four children.



THIRD BETTER FOOD MARKET—Is conveniently located in North Torrance area. Store is at 16920 Prairie Avenue and Redondo Beach Boulevard in Torrance.



SAM DI BENEDETTO—Another former Clark employee, recently was promoted to store manager of the Prairie Avenue and Redondo Beach Boulevard store. His pleasing attitude and personal attention will assure you of many extras so hard to find in today's supermarkets. Sam is married and the father of four youngsters. He's a whiz at bowling and a "duffer" at golf, but he never gives up hope of improving. He's looking forward to serving the many Clark Market customers in his area.



STAN HERZOFF—Better Food Markets grocery and non-food buyer, comes to Better Food with 30 years of experience in his field. The experience in evaluation and volume buying guarantees high quality at low prices. Herzoff believes in Better Food's great potential and growth and his every effort is geared toward buying exactly what the customer wants. Herzoff is married and the father of two youngsters.



TOMMY THOMPSON—Is Better Food Markets meat supervisor. His 21 years of experience have taught him the fineness of cutting meat to tantalize even a king's taste. He worked for All-American Markets, and has gained a great reputation as a fisherman. Tommy loves to handle nothing but the finest meat, since this is what satisfies the customer most. He is married and the father of two fine children.



MARVIN DIZACK—Is former general manager of Clark Markets. He returns to the Torrance area as executive vice president of Better Food Markets. Dizack has emphasized at Better Food the same service, courtesy and savings to the customer that made Clark Markets so outstanding. Dizack is glad to be back in the Torrance area and extends a cordial welcome to all his many friends and customers of the past.

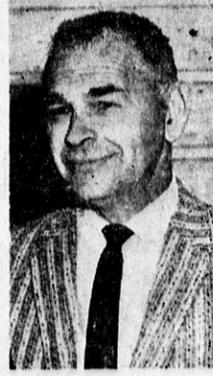
BICYCLE AUCTION SCHEDULED

Thirty-three bicycles will be auctioned to highest bidders at 10 a.m. Dec. 16 at Hawthorne Police Department.

City Clerk Kenneth Keel will be the auctioneer.

He said the bicycles were impounded by police and have not been claimed by owners.

Bicycles will be on display an hour before the auction to be held at the rear parking lot of Hawthorne Police Station, 189 W. 126th St.



JOHN SEERY—Also came to Better Food Markets from the former Clark Markets. He is manager of the market on 223rd Street and Avalon Boulevard. His 20 years of grocery experience have taught him that shopping pleasure and economy are most important to customers. His warm and friendly personality have won him many friends among his former customers. He loves to talk about his two children and his many hunting experiences up in the High Sierras.

CAROLINE TURNS 4

—Caroline Kennedy got a miniature guitar from her parents on her fourth birthday Monday. President and Mrs. Kennedy also gave their blonde daughter a small plastic traveling case with a lot of little feminine grooming items including comb, toothbrush and hairbrush.



CEREMONY—Sachiko Sakomizu, UCLA graduate student from Tokyo, will demonstrate a Japanese tea ceremony at the open house program of the Torrance Recreation Dept. at the city hall Friday. Students of a class, conducted by Miss Sakomizu will demonstrate their flower arrangements on display during the program from 7:30 to 9 p.m.